TRIDENTGROUP™
Being different is normal

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TRIDENT/CS/2016
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National Stock Exchange of India Limited Exchange Plaza Plot No. C/1, G Block Bandra Kurla Complex, Bandra (E) Mumbai- 400 051	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
Scrip Code: - TRIDENT	Scrip Code: - 521064

Subject: **TRIDENT launches French Brand ELLE DECOR in India**

Dear Sirs,

We would like to inform you that Trident Limited has launched an exclusive range of home textiles under the world renowned French lifestyle brand ELLE DECOR in India at HGH India, 2016 in Mumbai.

The Press release issued on this occasion is enclosed.

This is for your information & records please.

Thanking you.

Yours sincerely,

For Trident Limited

TRIDENT LIMITED ★ TRIDENT GROUP ★ SANGHERA-148101, INDIA

(Pawan Babbar)
Company Secretary

Encl: As above

Press Release

Trident launches French Brand ELLE DECOR in India

Mumbai, July 2, 2016: Trident Limited, the leading global home textiles company and France-based Lagardere Active Group, collaborated in a licensing agreement to launch an exclusive range of home textiles under the world renowned French lifestyle brand **ELLE DECOR** in India, which is also related to the world's largest selling fashion magazine, ELLE.

The ELLE DECOR collection was recently launched by Trident at HGH India, 2016 in Mumbai.

"ELLE DECOR is an international brand with French roots, with its products being sold in over 80 countries worldwide. The ELLE DECOR collection has been launched in India with a premium range of bed and bath linen under various collections such as the **'Naive Expressionist'** and **'Elladro'** for bed linen; and **'Elegance'**, **'Luminax'** and **'Finesse'** for the bath collection" as stated by the company in an official statement.

The complete ELLE DECOR bed and bath range comes in a wide variety of sophisticated colors and designs. The towels, bathrobes and bedsheets in this collection are super soft, moisture absorbent, durable, shrink resistant, fade resistant and have an enhanced longevity.

Distilling the unique ELLE DECOR spirit of blending beautiful with inspirational, this collection of exclusive licensed products exudes international eclecticism, making each idea a fresh mix of fantasy & everyday knowledge, modesty & luxury.

Commenting upon the collection, Mr. Abhishek Gupta, CEO, Trident Group stated *"We are excited to work with the ELLE DECOR team and to add this prestigious French brand to our portfolio. The creative play of global colors, tones and patterns onto luxurious fabrics makes this collection extremely elegant and opulent. The launch of this brand furthers our goal of offering Indian consumers unique and high quality products at great prices. In the next 3 years, we foresee ELLE DECOR as the top choice for consumers who are looking for high quality products with international, contemporary styling in this category."*

He added that Trident is looking at strengthening its portfolio in the premium segment of the Bed and Bath Linen categories with the launch of the ELLE DECOR brand. These products will be available across India through leading retail chains and home furnishing stores.

Mr. Camille Thelu, Deputy Director, Lagardère Active Enterprises EMEA & India, added *"We are excited to be working with the Trident Group for our foray into this important category in the Indian market. ELLE DECOR is the reference in the interior design world and the launch of bed and bath products in India is a natural fit. India is a fast growing market and we will gradually expand our offering to include the complete range of home decor and furnishings."*

The partnership was facilitated by LicenseWorks, the specialist corporate brand licensing agency. Rishabh Singla, Managing Partner at LicenseWorks added, *"We are delighted to welcome such a significant player as Trident to the ELLE DECOR licensing programme. Their extensive experience and leading position in the Indian market, makes them an ideal partner to translate ELLE DECOR's distinguishable brand equities into this category."*

-ENDS-

About ELLE and Lagardère Active Enterprises:

With 46 editions in the world and 21 million readers worldwide, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. The first edition of the ELLE magazine has been launched in France in 1945. With 25 editions and 10 million readers worldwide, the ELLE Decor magazine is the reference in the interior design world, just like ELLE is the milestone in Fashion in the world. That special ELLE Decor spirit of blending the beautiful and useful with aspiration and inspiration has been developed into a collection of licensed products worldwide distilling the unique ELLE Parisians' Lifestyle. This way of life is made of inspirational, original and international eclectism, making each idea a fresh mix of fantasy & everyday knowledge, modesty & luxury. Lagardère Active Enterprises is the dedicated business unit of the Lagardere Group, a 7 Billion Euro French conglomerate that runs the non-media brand extension worldwide. The ELLE brand is owned by the Lagardère Active group based in France. ELLE[tm] is a trademark owned by HACHETTE FILIPACCHI PRESSE SA, Paris, France.

About Trident Limited:

Trident Limited is the flagship company of Trident Group, a USD 1 billion Indian business conglomerate and a global player. Headquartered in Ludhiana, Punjab, Trident is the largest terry towel and wheat straw pulp based paper manufacturer in the world, and has recently diversified into the bed linen segment. With the establishment of the state-of-the-art manufacturing processes and systems coupled with appropriate human capital and credentials, Trident has frequently received accolades from its patrons in recognition for delivering high quality standards and for its customer-centric approach.

The Company operates in two major business segments: Home Textiles and Paper and its manufacturing facilities are located in Punjab and Madhya Pradesh. Trident's customer base spans across over 100 countries and 6 continents.

For more information, please visit www.tridentindia.com OR contact:

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